

# Measurement in Twenty Minutes



Burson•Marsteller

# Who am I?

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Refuses to make cute statements  
about data

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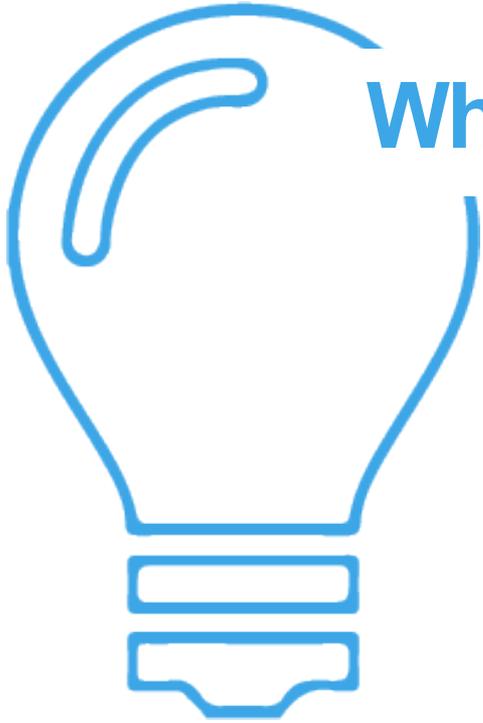
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## What are we here to learn?

- Develop quantitative, desired outcomes that you can actually reach
- Devise strategies before an initiative launches to minimize data overload
- Pull the right social media data that ties to your communications goals
- Use data to move the needle toward your communications and business goals
- Establish specific measurements for each aspect of your campaign

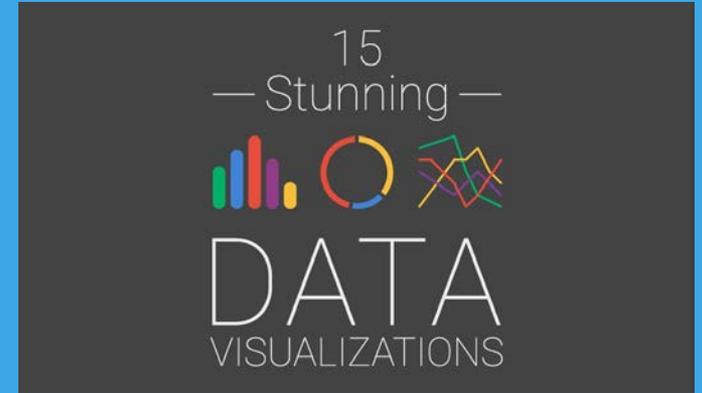
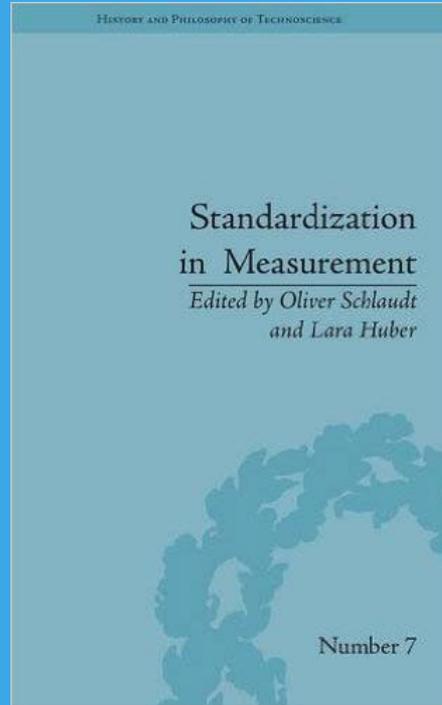
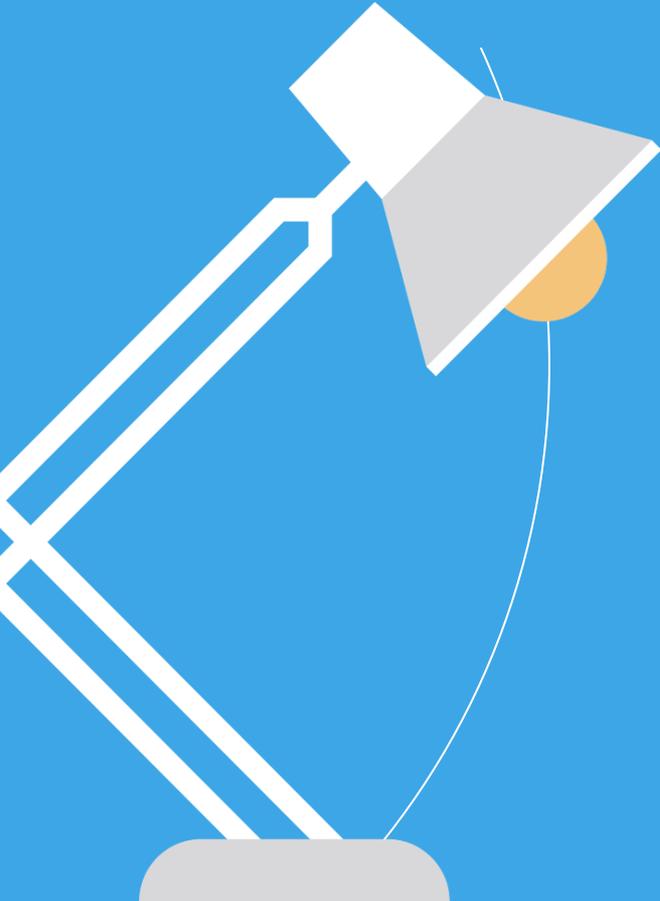


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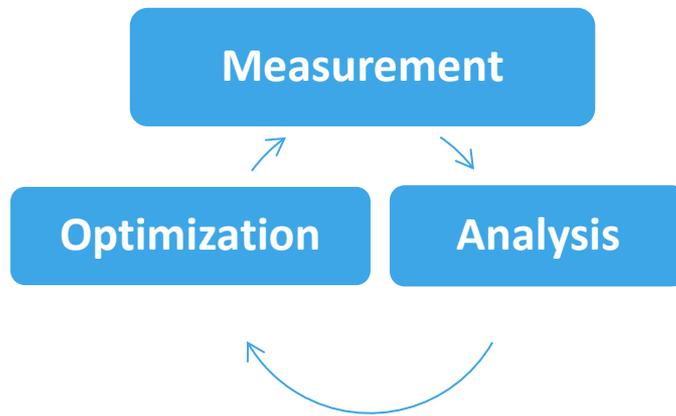
# What are we not talking about?





# Measurement | Overview

Measurement provides a feedback system for gauging effectiveness, determining strategy, and refining tactics



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# Building The House

# Measurement | Framework Creation



Before you can measure, you must identify what success looks like for your business and communications objectives.

A framework is used to build reporting and to support strategic and tactical recommendations.

It also helps you focus on what's important.



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# Measurement | KPIs

There are two kinds of KPI's we focus on:

- **Strategic Success** is focused on ensuring that our overall efforts are delivering business success
- **Tactical Success** is focused on the operational efficiency of campaign executions

## Strategic Success

- Positive Media Sentiment
- Key reputational shifts
- Increase in Lead Generation

## Tactical Success

- News/Content Shares
- Placements
- Unique Audience Reached
- Panel Attendees

# Measurement | Setting Benchmarks

Business Objective	Strategy	Tactic	KPIs
Increase Brand Awareness	Increase coverage for new product line		Product Awareness in Tracking Survey
		Media Outreach	Pieces of Coverage
			Impressions
		Stunt	Social Shares of Coverage



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# Measurement | Setting Benchmarks

My boss wants to know how we expect to do. Where do I even get started?

- Previous Campaigns
- Last Month or Quarter
- Dollars Spent
- Look at Marketing...
- Make an educated guess



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# Measurement | Setting Benchmarks

Business Objective	Strategy	Tactic	KPIs	Benchmark
Increase Brand Awareness	Increase coverage for new product line	Media Outreach	Pieces of Coverage	25
			Impressions	4 Million
		Stunt	Social Shares of Coverage	8,000



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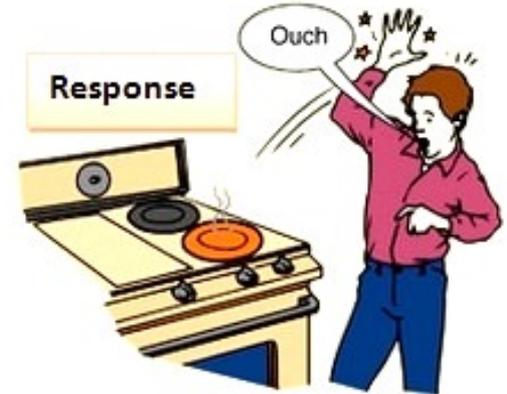
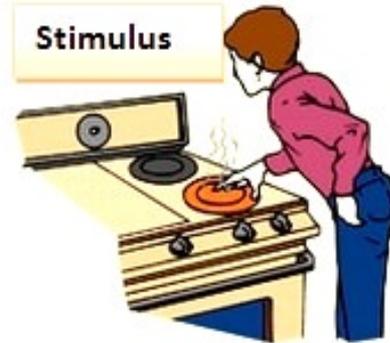


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# The Socials

# The Socials

Social Media data is tremendously helpful as a layer to the work you are doing from an earned perspective (Social Analytics is a whole different ball of wax). Social data helps you see response to efforts.

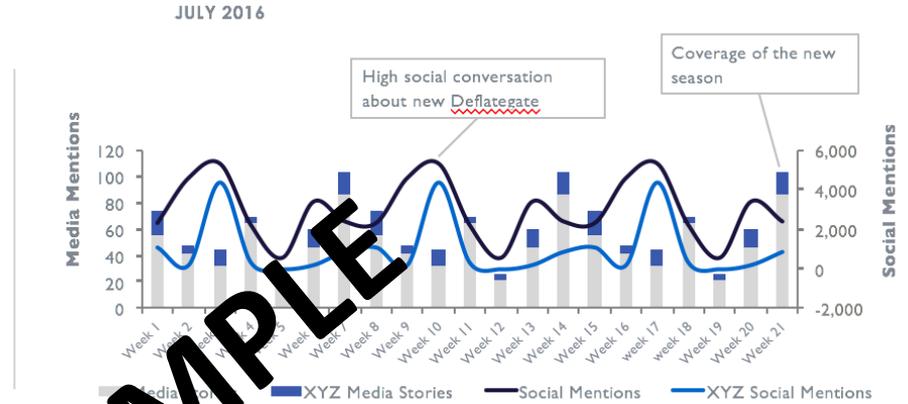
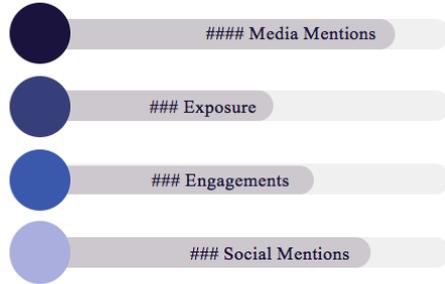


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# The Socials



## TOP INDUSTRY STORIES

- Sponsors spent \$XXB on developing new social media targeted campaigns (Wall Street Journal)
- Negative conversation surrounding Deflategate

## TOP XYZ STORIES

- XYZ's newest sponsors invite one passionate fan to celebrate the league's season opener
- New reports confirm there are no links between XYZ and the Deflategate controversy



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# Using The Data

# Optimizing

While most of us optimize at the end of a campaign, the best way to do so is in flight. Ask questions like:

- What messages seem to be resonating as highlighted by social shares?
- Is there something really great going on in marketing?



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## Reporting up

Once your campaign is complete, collate and review the data with an eye to the qualitative. Remember, context is important, senior executives value information in a concise way.

Business Goal	KPI	Change
Increase “brand like me”	“Brand Like Me” (Survey Data)	+8%



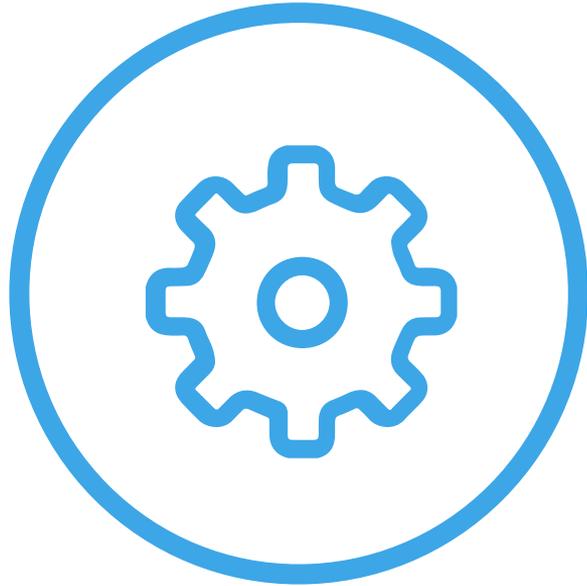
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# Some Tools You Might Like

# Tools - Baseline



Google Analytics Solutions | Surveys



Google Analytics Solutions | Data Studio



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# Barcelona Principles (I Kind of Lied)

1 Goal Setting and Measurement are Fundamental to Communication and Public Relations

2 Measuring Communication Outcomes is Recommended Versus Only Measuring Outputs

3 The Effect on Organizational Performance Can and Should Be Measured Where Possible

4 Measurement and Evaluation Require Both Qualitative and Quantitative Methods

5 AVEs are not the Value of Communication

6 Social Media Can and Should be Measured Consistently with Other Media Channels

7 Measurement and Evaluation Should be Transparent, Consistent and Valid



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# Thank You!